

	PRICE PER 1000	RETAIL CHANGE VS. LY	-0.28 MULT. ELASTIC.
1989	\$72.25		
1990	\$79.66	10.26%	-2.87%
1991	\$87.37	9.68%	-2.71%
1992	\$95.25	9.02%	-2.53%
1993	\$104.04	9.23%	-2.58%
1994	\$113.50	9.09%	-2.55%

95/yr

\$6/yr

7.5% compound growth
8.7% simple growth

87 - 94

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10/12/89